



August 26, 2010

Thank you for your interest in attending the Kirkland Symposium on Totem Lake. This is your opportunity to work with people who have a serious interest in the revival and success of this important business district. Property owners and businesses in the area, together with regional experts in finance, development, design and engineering, as well as members of Kirkland City Council will gather on September 16 at the Courtyard Marriott to spend the morning brainstorming initiatives and actions that could stimulate retail activity and redevelopment.

We understand that the failure of Totem Lake to thrive and redevelop can be largely explained by the recession. Key developments in Kirkland and elsewhere were poised to move forward and would likely have done so had the economy not slowed. We believe that Totem Lake will redevelop over the next decade and that our growth sectors -- software development, medicine/medical technology and others -- will benefit from this growth. Totem Lake has a number of valuable assets including:

- It's designation as a 'regional urban center' and resulting priority for transportation investments,
- It's high visibility, direct access to I-405 and connections to the adjacent communities of Bothell, Woodinville, and Redmond,
- The presence of Lake Washington Technical College and Evergreen Hospital which provide important magnets for related businesses, and
- With the pending annexation of the area to the north, its renewed significance as the new geographic center of the city.

The City Council wants to assure the business community and the residents of Kirkland that the City is actively engaged in supporting the Totem Lake Business District. To this end, **we are asking for your insight and creativity to help the City better understand the steps that need to be taken to revitalize Totem Lake and the barriers that we will need to overcome.** To add value to the conversation, we are providing some basic data on Totem Lake including zoning information and maps of key businesses, amenities and infrastructure improvements. We also have included a list of confirmed attendees. If you are not able to review the materials on our website, please be assured that we will review these key background pieces at the event. If you have any questions or suggestions for the morning, please send them to Ellen Miller-Wolfe, Economic Development Manager at (425) 587-3014 or [emwolfe@ci.kirkland.wa.us](mailto:emwolfe@ci.kirkland.wa.us).

We hope you share the high expectations that we have for the symposium. We also hope that the event will result in valuable connections between neighboring businesses and properties, and experts who will become helpful resources in the future. Most importantly, we hope to emerge from the morning with a short-term action plan to assure that Totem Lake has all of the advantages that a City can provide to support its success. We look forward to seeing you.

Sincerely,

Joan McBride  
Mayor, City of Kirkland

Sincerely,

Amy Walen  
Kirkland City Council